

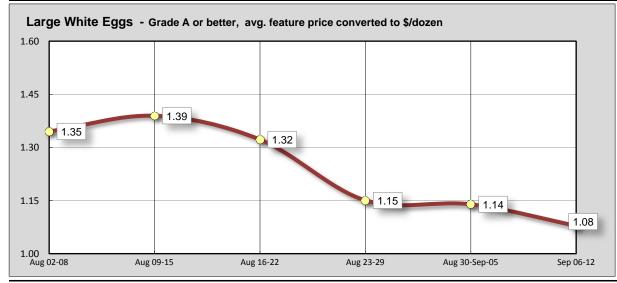
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/06 thru 09/12. (prices in dollars per carton)

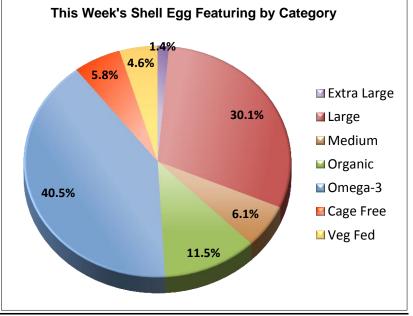
	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(	PREVIOUS YEAR				
Feature Rate		34.9% of 23,200 stores				31	.2% of 23	3,200 sto	res	28.9% of 22,500 stores				
			X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			130	1.04			170	1.19	20	2.12	10	0.98	
G	White 18 pack	120	2.27	820	1.69	70	2.66	160	2.35	20	2.25	1,320	2.35	
u	Brown 12 pack													
ī	USDA GRADE A													
A	White 12 pack	10	1.48	710	1.04	40	1.32	1,680	1.08	30	1.17	1,370	1.70	
R	White 18 pack			1,200	1.61			120	2.06			350	2.13	
	Brown 12 pack					210	3.79	10	1.29					
	USDA ORGANIC													
	White 12 pack													
S	Brown 12 pack	180	4.04	910	3.97	20	3.49	350	4.35	30	3.49	920	3.91	
-	OMEGA-3													
E	White 12 pack	1,260	2.40	2,470	2.48	310	2.88	680	2.66	460	2.60	1,080	2.54	
	Brown 12 pack			110	3.68			220	2.84	310	2.78	20	3.49	
,	CAGE-FREE													
î	White 12 pack			60	3.49			2,140	2.60			30	2.26	
T	Brown 12 pack			490	3.27			2,720	2.70	50	2.99	500	2.97	
Y	VEGETARIAN FED													
•	White 12 pack	70	2.46	80	2.46			40	2.50			260	2.51	
	Brown 12 pack	20	2.79	270	2.96			120	2.50			280	2.77	

<b>Activity Summary</b>	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/							
Regular	2,990	2,460	3,120	Large Eggs on							
Specialty	5,920	6,600	3,940	Sep-02-2013							
Total (includes MD)	9,490	9,220	7,450	472.0							
Special Rate 4/:	5.7%	4.2%	0.2%	up 6.4%							
5/: 1,000's of 30-doz cases											

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is only slightly higher than a week ago. The average price of Grade A or better Large white eggs offered to consumers continues declining and is at its lowest price level thus far for this year. The number of "no price" incentives is higher as some grocers offer free eggs with an additional purchase near the end of this week's ad cycle. The roles shift as Medium eggs are advertised more than a week ago and Extra Large eggs are now limited. Feature activity for specialty shell eggs declines. Omega-3 and USDA Organic type eggs are commanding a higher share of circular space, while ads for cage-free type eggs are sharply lower. Even with activity in all areas, overall promotions for liquid shell eggs decline.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			NORTH	EAST U.S.			SOUTHE	AST U.S.			MIDW	EST U.S.				
		(CT	Γ,DE,MA,MD,ME	,NH,NJ,NY,PA,F	RI,VT)	(	AL,FL,GA,MS,N	C,SC,TN,VA,W\	/)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
ļ	Feature Rate 1/ activity Index 11	Acti		sampled outlet 40 (includes Me				sampled outlets 0 (includes Med	27.5% of 4,200 sampled outlets Activity Index = 1,230 (includes Medium)							
CLASS		EXTRA	LARGE	LA	RGE	EXTRA	EXTRA LARGE LAR			EXTRA	LARGE	LARGE				
	OLAGO	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
USD	White 12 pack											0.99 - 1.25	20	1.15		
GRAI	VVnite 18 pack											1.49 - 1.99	20	1.74		
AA	Brown 12 pack															
	MEDIUM	1 10	White 12 pack	0.00 4.50	100 000	-	White 12 pack	0.00 4.50	500 101		White 12 pack	0.00 4.00	40	4.05		
HCD	White 12 pack	1.48	10 1.48	0.29 - 1.50	100 0.99			0.99 - 1.50	520 1.04			0.98 - 1.39	40	1.25		
USD	· ·			1.89	170 1.89			0.99 - 1.79	430 1.20			1.59 - 2.29	590	1.83		
A	Brown 12 pack		White 12 pack	0.49 - 0.87	190 0.76		White 12 pack	0.48 - 1.33	80 0.64		White 12 pack	0.48 - 0.99	40	0.69		
^	MEDIUM		White 30 pack	0.49 - 0.67	190 0.70		White 30 pack	0.46 - 1.33	80 0.04		White 30 pack	0.46 - 0.99	40	0.09		
l Us	DA ORGANIC		Write 30 pack				Write 50 pack				Write 30 pack					
	White 12 pack															
S	Brown 12 pack	3.49 - 3.99	140 3.95	3.99 - 5.19	560 4.35	3.99	10 3.99			3.59 - 5.38	30 4.49	3.49 - 3.98	140	3.86		
PO	MEGA-3															
E	White 12 pack	2.50	40 2.50	2.50 - 2.99	700 2.66	2.29	1,040 2.29	2.19 - 2.99	1,360 2.34	3.00	180 3.00	1.99 - 2.50	80	2.24		
	Brown 12 pack			3.68	110 3.68											
, C	AGE-FREE															
Î.	White 12 pack			3.49	60 3.49											
Т	Brown 12 pack			1.99 - 3.99	350 3.56							2.49 - 3.49	60	2.66		
Y	GETARIAN FED															
	White 12 pack			1.99 - 2.50	70 2.46							2.50	10	2.50		
	Brown 12 pack	2.79	20 2.79	2.79 - 2.99 ENTRAL U.S	250 2.97		COLITUM	/EST U.S.			NORTH	2.50 - 3.49 <b>WEST U.S.</b>	20	2.87		
		( )		LNTKAL U.S N,MO,NM,OK,TX,	LIT\			1631 U.S. 11, NV)								
Feature Rate 1/		()			,		, ,	, ,	(AK,ID,MT,OR,WA,WY)							
	ctivity Index 2/	Act	•	sampled outlet  O (includes Med				sampled outlets (includes Medi	22.2% of 1,200 sampled outlets Activity Index = 360 (includes Medium)							
	White 12 pack	Act	ivity index = 93	o (includes ivied	iiuiii)	Acti	vity index = 090	0.99	90 0.99	A	ctivity index = 30	1.18	20	1.18		
USD	White 18 pack	2.25	60 2.25	1.49 - 1.99	640 1.60	1.98 - 2.79	60 2.29	1.99 - 2.52	50 2.05			1.79 - 2.50	110	2.04		
GRAD	Brown 12 pack	2.20	00 2.20	1.10 1.00	010 1.00	1.00 2.70	00 2.20	1.00 2.02	00 2.00			1.70 2.00		2.0.		
AA	MEDIUM		White 12 pack	0.99	90 0.99		White 12 pack	0.99 - 1.50	90 1.13		White 12 pack	0.99 - 1.00	60	1.00		
	White 12 pack		, , , ,	0.99	50 0.99						, , ,					
USD	White 18 pack			1.69	10 1.69											
GRAD	E Brown 12 pack															
Α	MEDIUM		White 12 pack	0.48 - 1.00	30 0.73		White 12 pack				White 12 pack					
			White 30 pack				White 30 pack				White 30 pack					
U	SDA ORGANIC															
s	White 12 pack				00 0				100 55							
В	Brown 12 pack			3.00	30 3.00			3.00	180 3.00							
E	MEGA-3			1.00	20 4.00	1		2.00	220 2.00			1 00 0 40	00	2.40		
С	White 12 pack Brown 12 pack			1.99	20 1.99			2.99	220 2.99			1.88 - 2.49	90	2.42		
1	AGE-FREE					1										
A	White 12 pack															
L	Brown 12 pack											2.49	80	2.49		
V VE	GETARIAN FED					1						2.10				
Y   -	White 12 pack															
	Brown 12 pack													ι		
Source	e: USDA Agricultui	al Marketing	Sarvica Livesto	ock Poultry & G	rain Market Ne	ws - (515) 284	.4471 http://v	www ame ueda	nov/AMSv1 0/	PSMarketNew	sPane			2 of 3		

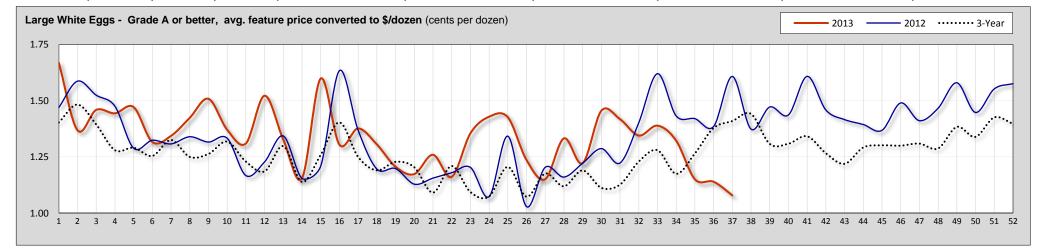


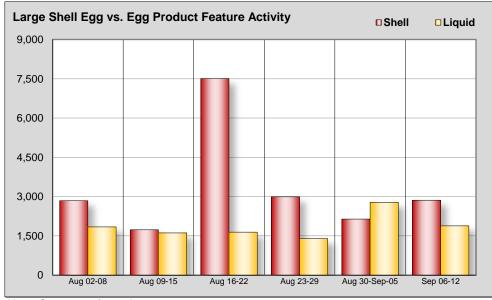
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

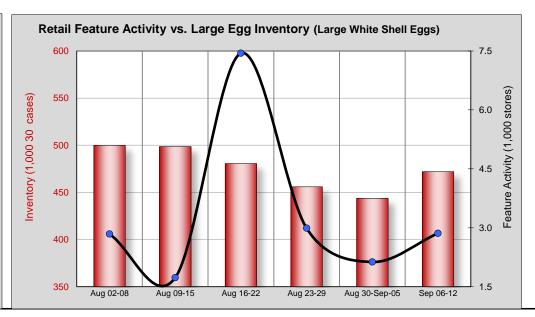
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/06 thru 09/12.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate		12.4%	14.4%	23.7% of 4,6	00 sampled	3.8% of 6,100 sampled		1.4% of 4,200 sampled		3.6% of 4,200 sampled		0.9% of 2,900 sampled		1.1% of 1,200 sampled	
2/ Activity Index	1,880	2,780	3,520	Activity Ind	lex = 1,370	Activity In	dex = 230	Activity Index = 80		Activity Index = 150		Activity Index = 30		Activity Index = 20	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,330 2.58	1,580 2.02	1,440 2.65	2.48 - 2.99	920 2.70	2.00	190 2.00	2.00 - 2.39	30 2.18	2.29 - 2.69	150 2.51	3.29	30 3.29	2.79	10 2.79
32 oz. crtn	530 3.59	1,200 3.99	1,950 4.46	2.50 - 4.99	450 3.47	3.99	40 3.99	2.99 - 4.69	30 4.30					4.99	10 4.99
3 - 4 oz. cup	20 2.00		130 2.99					2.00	20 2.00						
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.